

Creating Cool: What Attracts Developers

Presented by:

DeVries Companies

**Edward J. DeVries
Michael D. DeVries, J.D.**

**Thursday, December 11, 2003
Lansing Center**

**DeVries Companies
1345 Monroe, Grand Rapids, MI 49505
(616) 454-1446**

**Creating Cool: What Attracts Developers
DeVries Companies, December 11, 2003**

I. Overall Factors

- A. Lasting Value
- B. Unique Environment, A Sense of Place
- C. Community – benefits, connections

II. Building

- A. Aesthetics
- B. Structural Condition
- C. Potential for Restoration and Adaptive Reuse
- D. Historical Concepts
- E. Green Building Concepts

III. Site

- A. Parking
- B. Landscaping
- C. Amenities
- D. Zoning

IV. Area – Neighborhood

- A. Current Status
- B. Potential Status – Influence of Project on Neighborhood
- C. Uses, Landmarks, Parks, Landscaping, Surroundings

V. Market – Users: Mix

VI. Financial Feasibility

VII. The Development Team & City Cooperation and Leadership

VIII. Management of Project upon Completion